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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

SEPTEMBER 1950

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
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ulture—Washington



FOREWORD

This report presents data on consumer purchases during September 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

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The data presented in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28-days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of frozen concentrated orange juice increased sharply in September 1950 reaching a new high of 1,470,000 gallons—162,000 gallons above the previous high level in August 1950. The percentage of families buying also rose sharply from 15.0 percent in August to 17.1 percent in September. This is the highest proportion of families buying reported. Householders paid an average of 25.5 cents per 6-ounce can for frozen concentrated orange juice in September. This was slightly below the average price paid in August. Household purchases of frozen concentrated grape juice declined for the second consecutive month from an August level of 94,000 gallons to 87,000 gallons in September. At the same time, purchases of other frozen concentrated juices dropped from 171,000 gallons to 138,000 gallons.

In September 1950 household consumers bought about the same volume of canned single strength juices that they bought in August. Average prices paid by householders changed very little from the August levels. The percentage of families buying these products also registered little change.

Household purchases of canned single strength orange juice decreased slightly to 1,215,000 cases (equivalent No. 2 cans), continuing the decline which began in January. There was no change in the average price paid by household consumers.

In September household purchases of canned single strength grapefruit juice increased slightly to 755,000 cases (equivalent No. 2 cans) but remained well below the September 1949 level of 1,265,000 cases. Average prices declined from 37.7 cents per 46-ounce can in August to 36 cents in September.

Canned lemon juice purchases again dropped sharply—from 67,000 cases (equivalent No. 2 cans) in August to 43,000 cases in September. Average prices paid by householders decreased from 14.1 cents per 5½-ounce can in August to 13.4 cents in September.

Prune juice purchases by householders increased from 379,000 cases (equivalent No. 2 cans) in August to 395,000 cases in September. The proportion of families buying remained the same while the average price paid increased almost a cent per can.

Household purchases of all fresh oranges continued to decrease, totaling 26,460,000 dozens in September. Purchases in September 1949 were 34,006,000 dozens which was higher than either July or August 1949. Purchases of California oranges for household use totaled 20,393,000 dozens in September,

decreasing 1,600,000 dozens from August. This is 6,400,000 dozens less than the purchases in September 1949. The average price paid for California oranges increased from 40.9 cents per dozen in August to 44.9 cents per dozen in September. The average price paid for California oranges in September 1949 was 31.9 cents.

Fresh grapefruit purchases by householders increased from 992,000 dozens in August to 1,617,000 dozens in September as early season shipments began.

Household purchases of lemons decreased about 45 percent from August to September totaling 7,705,000 dozens in September. This was about 500,000 dozens below September a year ago. Average prices paid for lemons in September 1950 were 41.8 per dozen compared with 40.3 cents in August at 43.1 cents per dozen in September 1949.

Household purchases of dried fruits increased from 7,479 tons in August to 9,112 tons in September. The average prices paid by consumers increased sharply for most of the dried fruits, while the percentage of families making purchases rose from 18.7 percent in August to 24.0 percent in September. Household purchases of raisins were up 571 tons from the August level to 3,759 tons in September. Dried prune purchases increased from 3,193 tons in August to 3,872 tons in September. Consumers bought more of all the cut fruits in September than they did in August.

FROZEN CONCENTRATED JUICES

In September 1950, more frozen concentrated orange juice was purchased for household use than in any month on record. This month also marked the highest percentage of families buying frozen concentrated orange juice (figs. 1 and 2).

Household purchases of 1,470,000 gallons in September over 12 percent over the August level of 1,308,000 gallons which was the previous high month. A similarly sharp increase occurred from August to September 1949. Total purchases of frozen concentrated orange juice in September 1949 were 981,000 gallons.

The percentage of families buying frozen concentrated orange juice increased markedly from 15.0 in August to 17.1 percent in September. The highest percentage previously reported—15.5—was in June 1950. In September 1949, 12.6 percent of all families purchased the product.

Prices paid by householders for frozen concentrated orange juice averaged 25.5 cents per 6-ounce can in September. This was slightly below the August average price of 25.7 cents but continued the decline in average prices that began in April 1950. In September 1949 household consumers paid an average of 27.5 cents per can (fig. 3).

Purchases of frozen concentrated grape juice for household consumption declined for the third consecutive month reaching 87,000 gallons in September 1950 compared with 94,000 gallons in August and 100,000 gallons in July. The average price paid increased slightly from 26.3 cents per 6-ounce can in August to 26.9 cents in September.

Household purchases of frozen concentrated juices other than orange and grape totaled 138,000 gallons in September, a sharp drop from the August level of 171,000 gallons.

CANNED JUICES

Total canned juice purchases by householders remained about the same in September 1950 as during the previous month (fig. 4). Neither the average prices paid nor the percentage of families buying the products showed much change (fig. 5). A large decrease in household purchases of lemon juice was the only major exception.

Household purchases of canned single strength orange juice decreased slightly to 1,215,000 cases (equivalent No. 2 cans) in September 1950 continuing a decline which began in January. The average price paid remained the same as in August—38.4 cents per 46-ounce can. Although the average price was below September 1949 purchases in September 1950 were 7 percent under a year ago.

Household purchases of grapefruit juice were up slightly to 755,000 cases (equivalent No. 2 cans) in September but remained well below the September 1949 level of 1,265,000 cases. Average prices were down from 37.7 cents per 46-ounce can in August to 36.0 cents in September while the percentage of families buying grapefruit juice remained about the same at 8.6 percent.

Householders bought 414,000 cases (equivalent No. 2 cans) of orange-grapefruit blend at an average price of 39.8 cents per 46-ounce can in September. This showed little change from August but purchases were 19 percent below those of September 1949.

Canned lemon juice purchases were 43,000 cases (equivalent No. 2 cans) in September compared to 67,000 cases in August and 112,000 cases in July. September 1950 purchases were well above the 33,000 cases bought in September 1949. Average prices paid by householders were down slightly to 13.4 cents per $5\frac{1}{2}$ -ounce can and the proportion of families buying dropped from 3.9 percent in August to 2.3 percent in September.

In September tomato juice purchases of 1,394,000 cases (equivalent No. 2 cans) were 8 percent above August purchases of 1,293,000 cases and 4 percent above the level of a year ago. Householders paid an average of 26.9 cents per 46-ounce can—slightly less than in August. The percentage of families buying tomato juice in September also declined slightly to 17.2 percent despite the increase in total purchase volume. The volume of household purchases of tomato juice continued to remain above that of orange juice.

In September, householders purchased 838,000 cases (equivalent No. 2 cans) of pineapple juice—4 percent below the August level. There was no change in the average price. Apple juice purchases were down 19 percent to 249,000 cases at an average price of 21.0 cents per 32-ounce bottle.

FRESH CITRUS FRUIT

Household purchases of all fresh oranges continued to decrease, totaling 26,460,000 dozens in September. Purchases during September 1949 were 34,006,000 dozens which was higher than either July or August 1949.

Purchases of California oranges for household use totaled 20,393,000 dozens in September, a decrease of 1,600,000 dozens from August. This was 6,400,000 dozens less than the purchases in September 1949. Householders paid an average

price of 44.9 cents per dozen for California oranges in September compared with 40.9 cents in August (fig 6). The average price in September 1949 was 31.9 cent. The percentage of families buying California oranges was 23.7 in September compared with 24.8 percent in August. There was little change from September a year ago when 24.9 percent of all families bought California oranges. Purchases of Florida oranges in September remained at about the August level—1,875,000 dozens. The average price dropped 4 cents to 42.1 cents per dozen and the percentage of families buying remained unchanged at 2.6 percent.

Fresh grapefruit purchases by householders increased from 992,000 dozens in August to 1,617,000 dozens in September as early season shipments began. This volume of purchases was considerably greater than September 1949 when consumers bought 760,000 dozens. Average prices paid for grapefruit increased from 85.5 cents in August to 96.6 cents in September. The proportion of families buying increased from 4.9 percent in August to 10 percent in September.

Household purchases of lemons decreased to 7,705,000 dozens in September, a decline of about 45 percent from the August level. The September 1950 purchases were about 500,000 dozens under September a year ago. Average prices paid for lemons in September 1950 were 41.8 cents per dozen compared with 40.3 cents in August and 43.1 cents per dozen in September 1949 (fig. 6). The percentage of families buying lemons decreased to 23.4 percent in September compared with 32.7 percent in August. The percentage of families buying lemons in September 1949 was 25 percent.

DRIED FRUITS

Household purchases of dried fruits followed the seasonal pattern by increasing from 7,479 tons in August to 9,112 tons in September. Average prices paid by consumers for each dried fruit except peaches increased in September. The proportion of families buying any dried fruit rose from the August low of 18.7 percent to 24.0 percent in September.

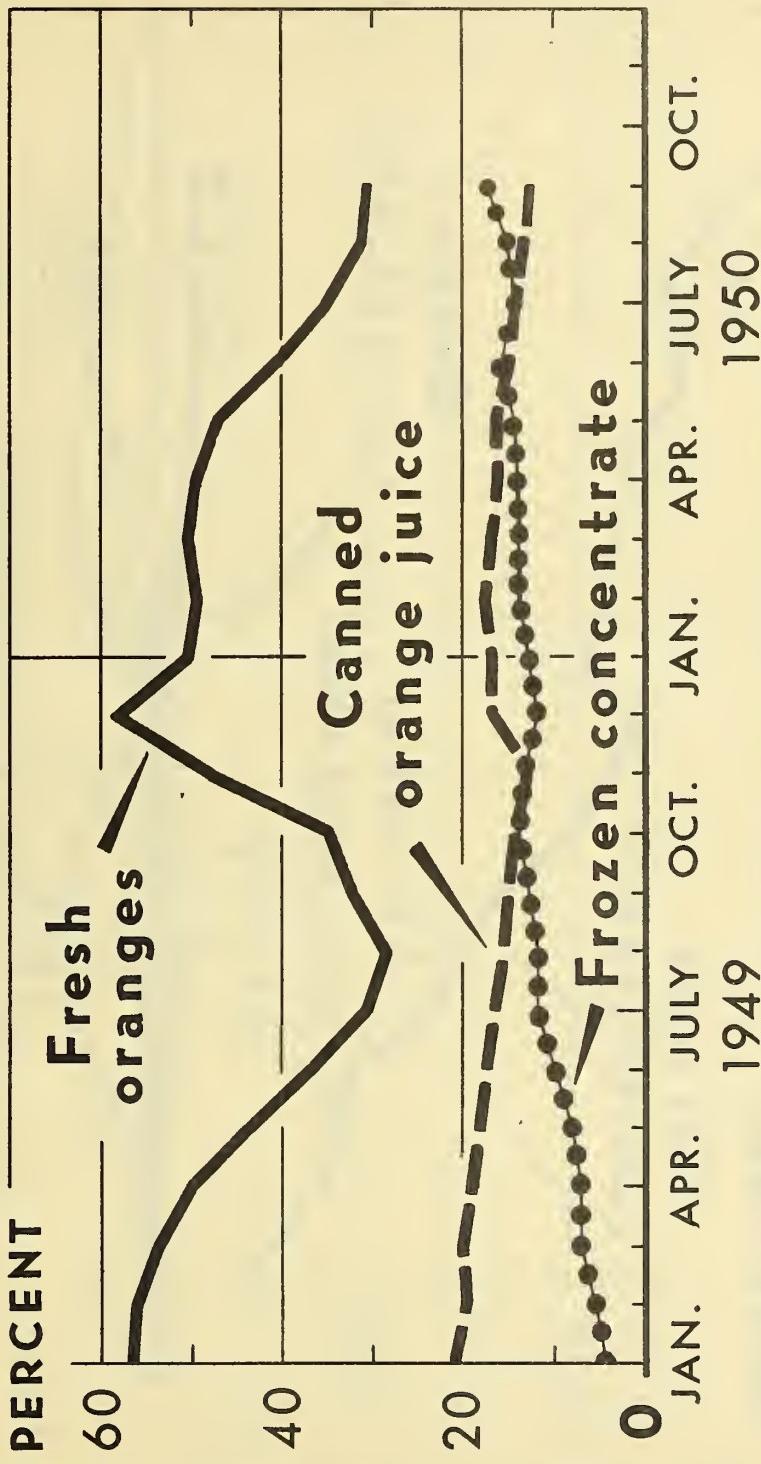
Raisin purchases for household use increased from 3,188 tons in August to 3,759 tons in September (fig. 7). The average price paid by consumers advanced 1.2 cents to 20.4 cents per pound while the percentage of families buying increased to 12.1 percent in September from 9.9 percent in August.

Householders bought 3,872 tons of dried prunes in September, an increase of 21 percent over August (fig. 7). The proportion of families buying increased from 8.3 percent in August to 10.2 percent in September. During the same period average prices paid by consumers increased slightly.

Household purchases of dried apricots, dried peaches, figs, and dates increased from August to September. Average prices paid for each of these dried fruits with the exception of dried peaches increased during this period.

Prune juice purchases by householders increased from 379,000 cases (equivalent No. 2 cans) in August to 395,000 cases in September 1950 (fig. 4). Purchases in September a year ago totaled 349,000 cases. The proportion of families buying remained unchanged from the August level at 6.5 percent. In September the average price increased 1.3 cents to 29.3 cents for a 32-ounce bottle (fig. 5).

PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



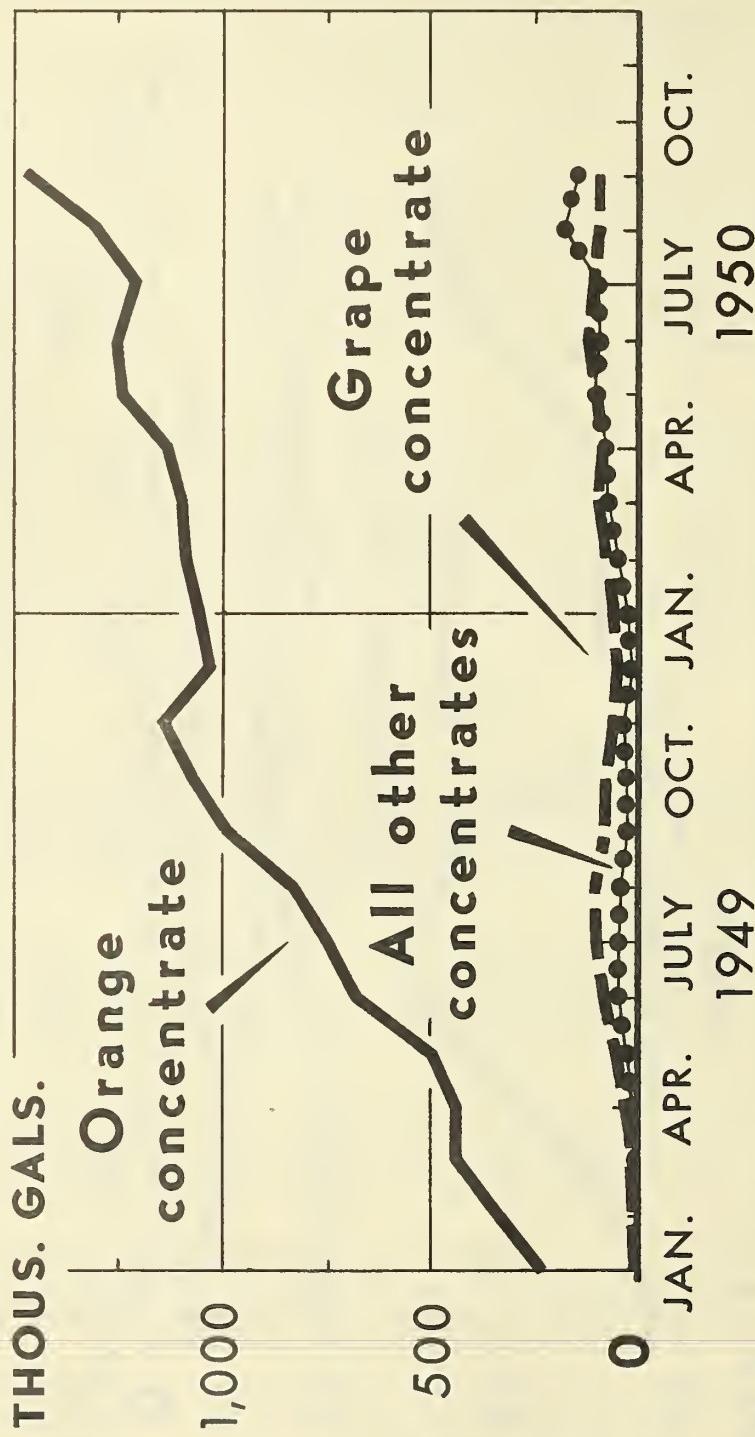
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 47533-X X BUREAU OF AGRICULTURAL SURVEYS COMPANY

FIGURE I

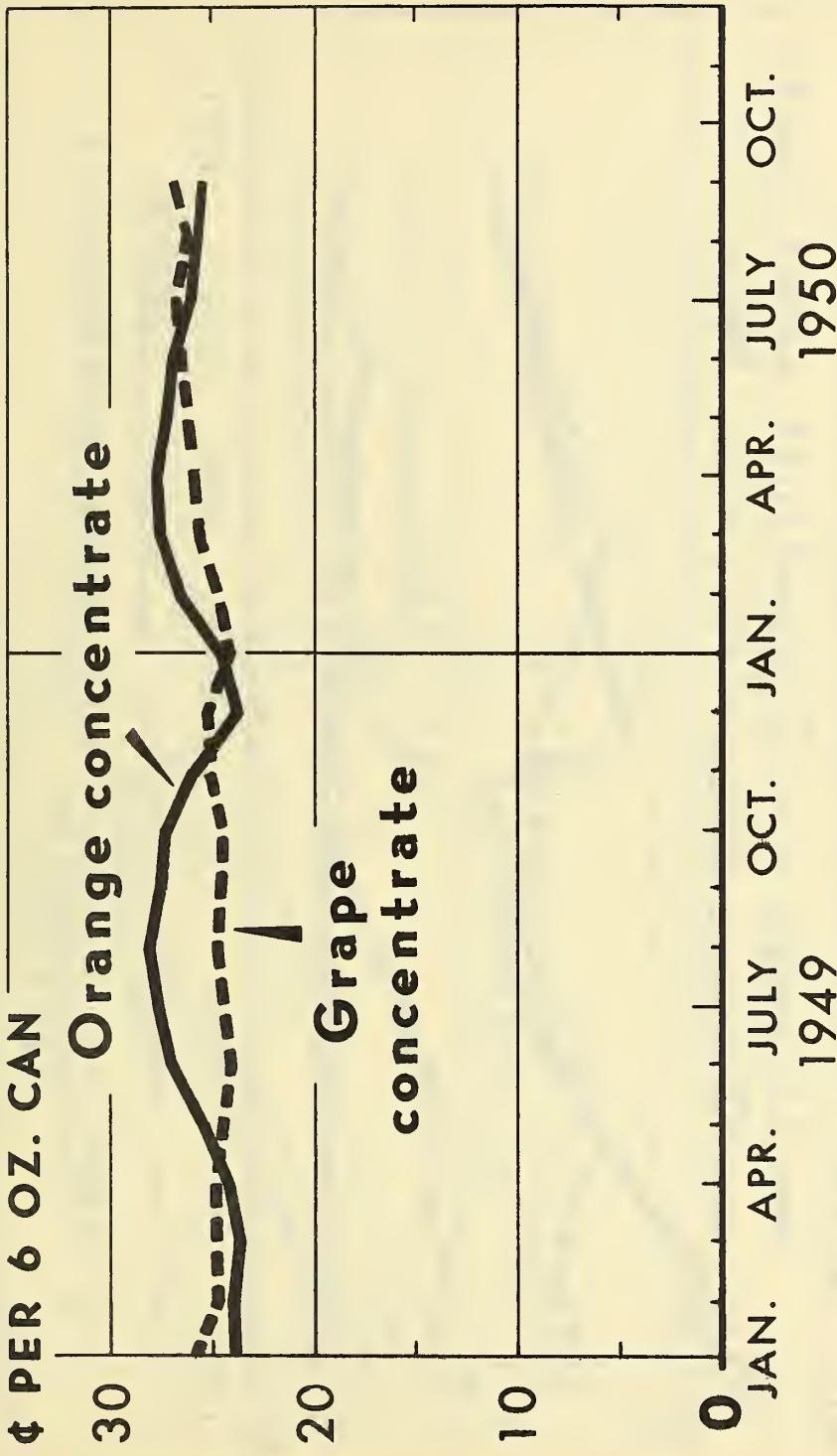
CONSUMER PURCHASES OF FROZEN FRUIT JUICES



U. S. DEPARTMENT OF AGRICULTURE
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
NEG. 47534 - XX BUREAU OF AGRICULTURAL ECONOMICS

FIGURE 2

PRICES OF FROZEN FRUIT JUICES



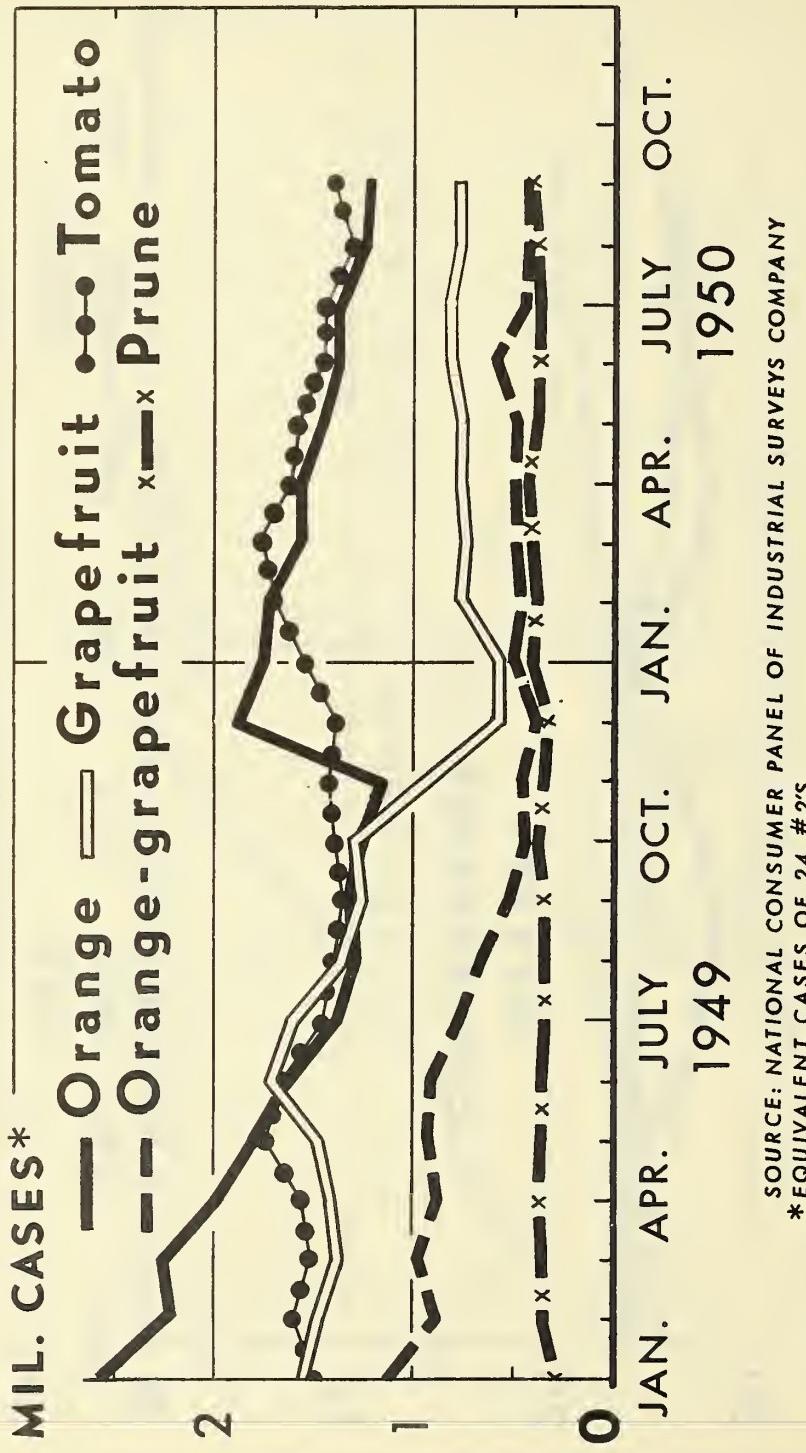
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

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NEG. 47536-XX BUREAU OF AGRICULTURAL ECONOMICS

FIGURE 3

CONSUMER PURCHASES OF SELECTED CANNED JUICES

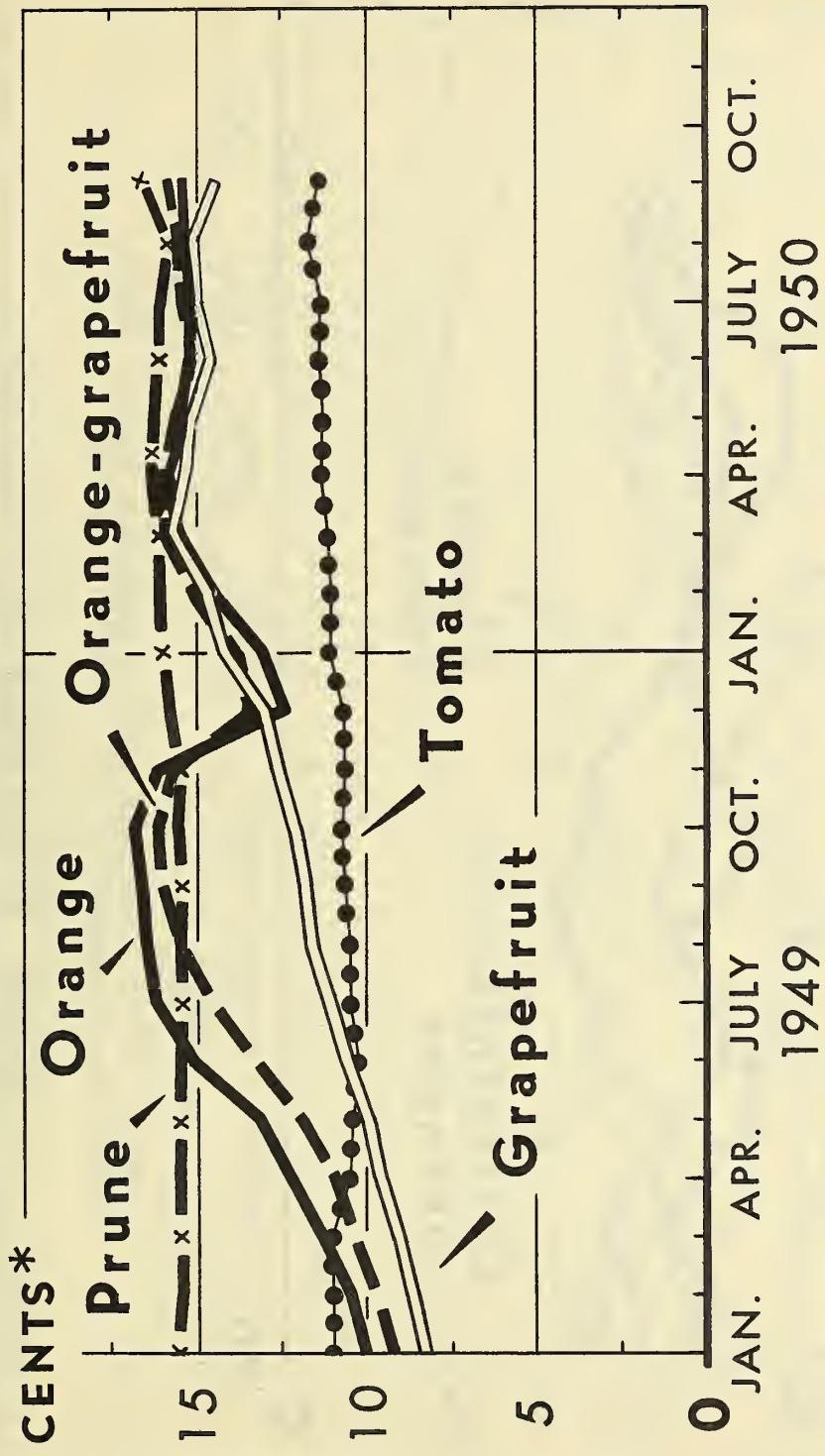


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FIGURE 4

PRICES OF CANNED JUICES



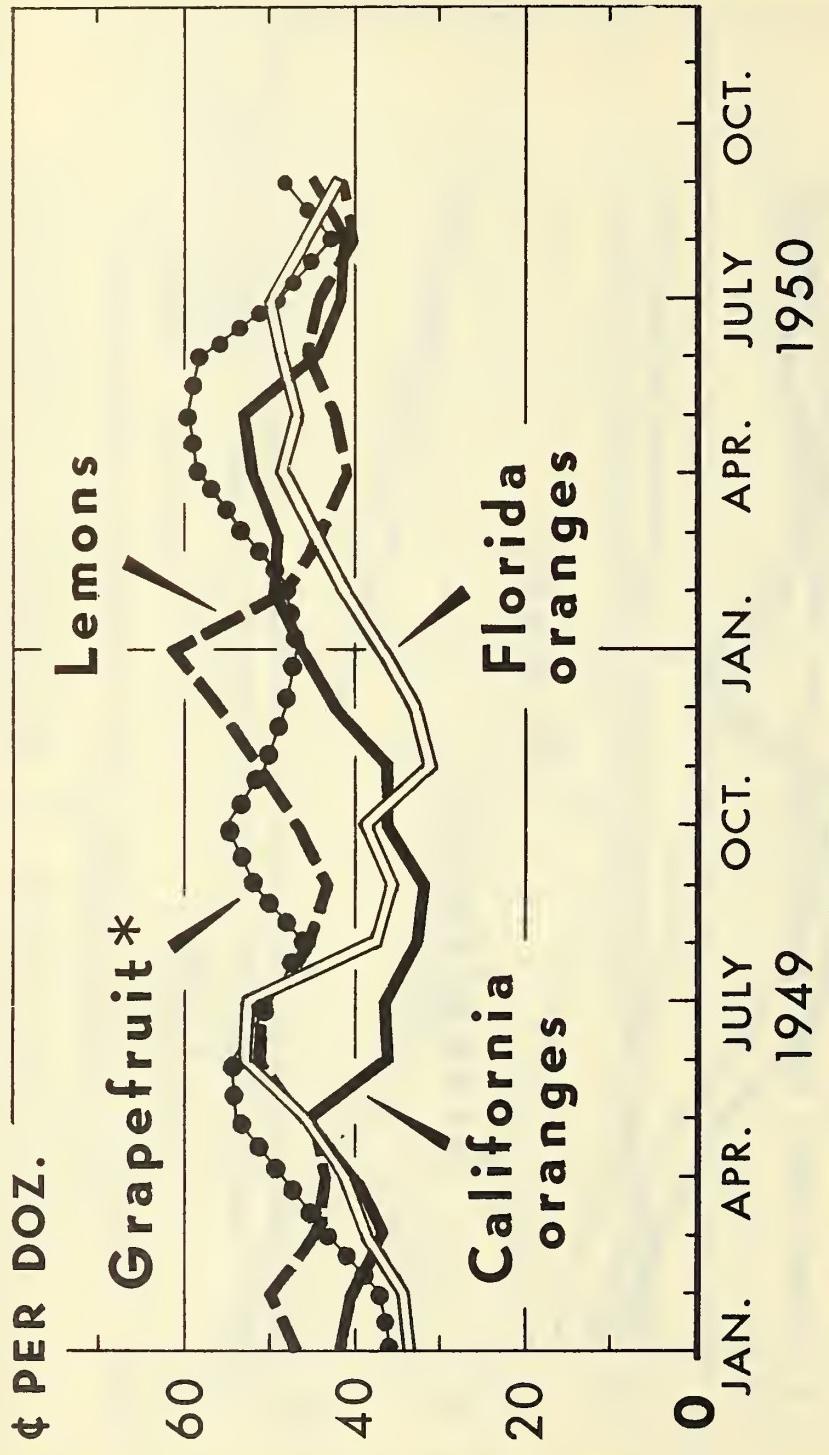
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
* CENTS PER EQUIVALENT #2 CAN

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FIGURE 5

PRICES OF FRESH CITRUS FRUITS



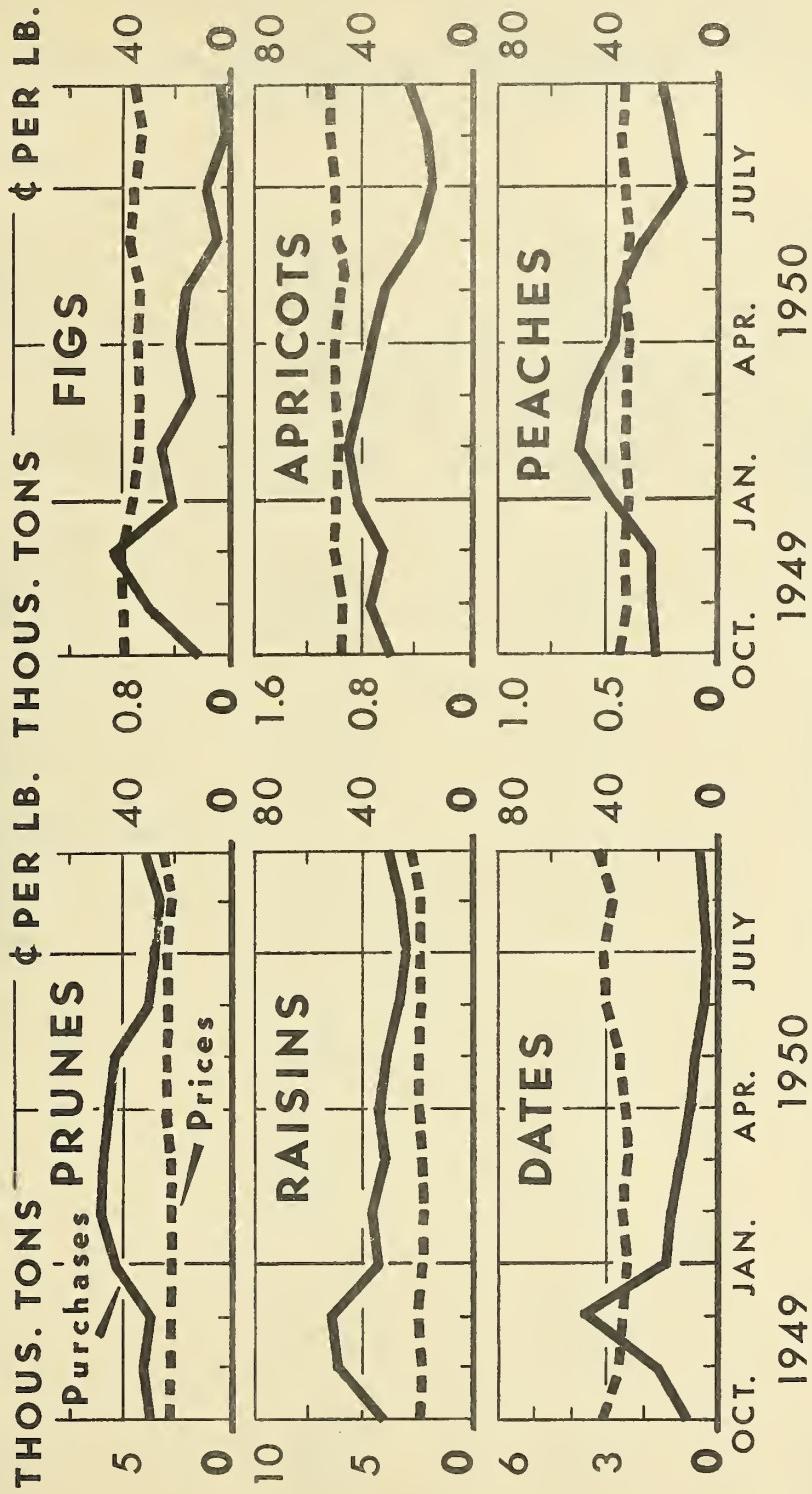
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
* CENTS PER 1/2 DOZEN

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FIGURE 6

RETAIL PURCHASES AND PRICES, SIX DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 47618-XX BUREAU OF AGRICULTURAL ECONOMICS

FIGURE 7

the author to make up his mind.

He has now given up the idea of writing a book on the subject.

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Table 1.—Frozen concentrated orange juice and canned juices: U.S. total consumer purchases, percentage of families buying and average prices, September 1950, August 1950, and September 1949 1/

	<u>Consumer purchases</u> <u>1,000 gallons</u>	<u>Percentage of families buying</u> <u>Percent</u>	<u>Average price per 6-oz. can</u> <u>Cents</u>
Frozen concentrated orange juice			
September 1950	1,470	17.1	25.5
August 1950	1,308	15.0	25.7
September 1949	981	12.6	27.5
Canned juices			
Consumer purchases cases of 24 #2's			
families buying per equivalent #2 can			
	<u>1,000 cases</u>	<u>Percent</u>	<u>Cents</u>
Orange			
September 1950	1,215	12.6	15.5
August 1950	1,236	13.3	15.4
September 1949	1,302	14.8	16.6
Grapefruit			
September 1950	755	8.6	14.5
August 1950	744	8.7	15.1
September 1949	1,265	13.3	11.8
Orange and grapefruit blend			
September 1950	414	5.6	15.9
August 1950	411	5.8	15.6
September 1949	513	7.4	15.9
Lemon			
September 1950	43	2.3	41.1
August 1950	67	3.9	42.1
September 1949	33	2.3	39.9
Tomato			
September 1950	1,394	17.2	11.4
August 1950	1,293	17.6	11.7
September 1949	1,346	17.6	10.6
Pineapple			
September 1950	838	12.4	15.3
August 1950	871	13.3	15.3
September 1949	619	10.2	16.3
Prune			
September 1950	395	6.5	16.7
August 1950	379	6.4	15.9
September 1949	349	5.9	15.3

1/ Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 2.--Fresh citrus fruits: U.S. total consumer purchases,
percentage of families buying, and average prices,
September 1950, August 1950, and September 1949 ^{1/}

	Consumer purchases <u>1,000 dozens</u>	Percentage of families buying <u>Percent</u>	Average price per dozen <u>Cents</u>
Oranges			
California			
September 1950	20,393	23.7	44.9
August 1950	21,982	24.8	40.9
September 1949	26,709	24.9	31.9
Florida			
September 1950	1,875	2.6	42.1
August 1950	1,894	2.7	46.2
September 1949	1,901	2.5	35.6
Total			
September 1950	26,460	30.6	44.8
August 1950	27,849	30.9	41.7
September 1949	34,006	32.1	32.5
Grapefruit			
September 1950	1,617	10.0	96.6
August 1950	992	4.9	85.5
September 1949	760	4.1	104.0
Lemons			
September 1950	7,705	23.4	41.8
August 1950	13,930	32.7	40.3
September 1949	8,189	25.0	43.1

^{1/} Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 3.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, September 1950, August 1950, and July 1950 1/

		Consumer purchases	Percentage of families buying	Average price per pound
		Tons	Percent	Cents
Apples				
September 1950		112	.6	37.9
August 1950		110	.6	32.1
July 1950		160	.8	35.1
Apricots				
September 1950		453	2.3	51.9
August 1950		308	1.7	51.6
July 1950		293	1.5	50.6
Dates				
September 1950		475	2.9	42.8
August 1950		381	1.7	38.8
July 1950		271	1.4	41.0
Figs				
September 1950		85	.4	35.3
August 1950		34	.2	31.9
July 1950		178	.4	35.3
Mixed fruit				
September 1950		66	.3	38.7
August 1950		50	.3	34.2
July 1950		108	.4	32.8
Peaches				
September 1950		237	1.0	33.2
August 1950		200	1.0	34.4
July 1950		155	.8	34.2
Pears				
September 1950		7	-	56.9
August 1950		10	.1	36.0
July 1950		5	-	33.0
Prunes				
September 1950		3,872	10.2	23.9
August 1950		3,193	8.3	23.3
July 1950		3,507	8.9	23.7
Raisins				
September 1950		3,759	12.1	20.4
August 1950		3,188	9.9	19.2
July 1950		2,977	9.1	19.2
Total 2/				
September 1950		9,112	24.0	25.5
August 1950		7,479	18.7	24.1
July 1950		7,678	19.4	24.4

1/ Each month represents a 4-week period.

2/ Total includes dried currants.

National Consumer Panel of Industrial Surveys Company.

Table 4.—Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, September 1950 (4-week period)

Commodity	Percentage of all families buying:	Purchases			Average prices		
		Percent	1,000 cases 1/	Per 1,000 families	Total all : Per 1,000 cases 1/	Size of average purchase	Per actual unit
<u>Canned Juices</u>							
Orange	12.6	1,215	.8.19	58.74	46 oz.	38.4	15.5
Grapefruit	8.6	755	5.09	57.32	46 oz.	36.0	14.5
Orange and grape. blend	5.6	414	2.79	54.31	46 oz.	39.8	15.9
Tangerine	2.3	156	1.05	52.20	46 oz.	30.2	12.0
Lemon	2.3	43	.29	15.06	5½-6 oz.	13.4	41.1
Apple	3.9	249	1.68	46.38	32 oz.	21.0	11.7
Grape	3.0	104	.70	28.94	32 oz.	42.1	26.3
Pineapple	12.4	838	5.65	46.42	46 oz.	38.0	15.3
Prune	6.5	395	2.66	36.91	32 oz.	29.3	16.7
Tomato	17.2	1,394	9.40	50.54	46 oz.	26.9	11.4
Vegetable Combination	2.8	139	.94	37.53	46 oz.	36.4	15.9
Other Juices	2/	371	2.50	36.98	46 oz.	37.1	16.0
Total	46.9	6,073	40.94	48.06			14.7
			Percent	1,000 gallons	Ounces	Size	Cents
<u>Frozen concentrated juices</u>							
Orange	17.1	1,470	9.91	12.06	6 oz.	25.5	
Grape	2.1	87	.59	8.45	6 oz.	26.9	
Other concentrates	2/	138	.93	9.07	6 oz.	19.8	
Total	18.1	1,695	11.43	11.50			

Table 5.—Fresh citrus fruit: U.S. total consumer purchases and average prices, September 1950 (4-week period)

Commodity	Percentage of all families buying: Percent	Total 1,000 dozens	Purchases 1,000 dozens	Per capita Dozens	Size of average purchase: Units	Average price per dozen Cents
Oranges						
California	23.7	20,393	137.5	11.7	13.1	44.9
Florida	2.6	1,875	12.6	10.4	10.4	42.1
Unidentified	7.8	4,192	28.3	178.4	11.6	45.3
Total	30.6	26,460	1,617	10.9	3.5	44.8
Grapefruit	10.0					
Tangerines 1/	.1					
Lemons	23.4	7,705	51.9	6.0	41.8	
Limes	.6	286	1.9	9.2	22.9	
Total	45.3	36,100	243.3	8.9	8.9	46.3

1/ Too few purchases represented to permit significant analysis.

National Consumer Panel of Industrial Surveys Company.

Table 6.--Dried fruit: U.S. total consumer purchases and average prices, September 1950 (4-week period)

Commodity	Percentage of all families buying:	Total	Per 1,000 capita	Size of average purchase:	Average price per pound
	Percent				
Apples	0.6	112.4	1.52	11.83	37.9
Apricots	2.3	452.7	6.10	13.88	51.9
Dates	2.9	474.7	6.40	11.19	42.8
Figs	.4	84.9	1.14	13.40	35.3
Mixed dried fruit	.3	66.5	.90	16.15	38.7
Peaches	1.0	237.1	3.20	14.40	33.2
Pears ^{1/}	<u>2/</u>	6.9	.09	11.00	56.9
Prunes	10.2	3,872.2	52.20	22.90	23.9
Raisins	12.1	3,758.8	50.67	20.76	20.4
Currents	.2	45.6	.62	16.00	22.0
Total	24.0	2,111.8	122.84	19.59	25.5

^{1/} Too few purchases represented to permit significant analysis.
^{2/} Less than 0.1 percent.